

Filed for intro on 05/15/2000

SENATE JOINT RESOLUTION 845  
By Dixon

A RESOLUTION to honor and thank Coors Brewing Company for its important contributions to Tennessee's economy as a valuable and responsible employer.

WHEREAS, it is fitting that this General Assembly should pay tribute to those outstanding corporations and their employees who have distinguished themselves as good neighbors and dedicated public servants in their respective communities; and

WHEREAS, founded in Colorado in 1873, Coors Brewing Company is the very epitome of "a corporation with a conscience," and has been a responsible brewer and marketer of malt beverages for the past 127 years; and

WHEREAS, Coors Brewing Company was established in Memphis, Tennessee in 1990 and presently employs over 500 people; and

WHEREAS, Coors' Memphis brewery packages over 3 million barrels of malt beverages annually; the company as a whole produces over 23 million barrels annually; Coors has 11 distributors in Tennessee and over 500 worldwide; and

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WHEREAS, Coors malt beverages brewed in Memphis are distributed throughout Tennessee and the United States and are exported to several foreign countries; in fact, all Coors beer for export is shipped from Memphis; and

WHEREAS, Coors Brewing Company strictly adheres to industry standards for the responsible marketing and advertising of malt beverages in good taste to persons of legal drinking age; and

WHEREAS, over the years, Coors has consistently and generously supported effective education and prevention programs to promote healthy lifestyles and prevent underage drinking, drunk driving and other abuses of alcohol; and

WHEREAS, Coors is also an important corporate partner and sponsor of National Collegiate Alcohol Awareness Week; ADDY-Alcohol, Drunk Driving and You; the American Council on Alcoholism; Youth Service America; the National Coalition Against Domestic Violence; the National Commission Against Drunk Driving; and the National Safe Boating Council; and

WHEREAS, Coors encourages responsibility in the retail sale and serving of alcohol to persons of legal drinking age through various programs that support this corporate philosophy, and the company has promulgated special guidelines for college communities; and

WHEREAS, on the local level, Coors Scholarship Fund for Memphis includes a \$50,000 pledge to Southwest Tennessee Community College for education and prevention programs to reduce high risk behavior among young people, including misuse of alcohol; this praiseworthy program was initiated in 1994; and

WHEREAS, the good people who comprise Coors Brewing Company and their outstanding Tennessee employees at the Memphis brewery are richly deserving of this Body's commendation for their dedicated craftsmanship in producing superior products; their responsible leadership in the malt beverage industry; and their longstanding and ongoing

commitment to public service in their respective communities and across the United States of America; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED FIRST GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, That we hereby honor and thank Coors Brewing Company for its many important contributions to Tennessee's economy as a valuable employer in the Memphis area and as a responsible producer and marketer of quality malt beverages, both in our great state and worldwide.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.